



Report to: General Committee

Date Report Authored: May 7<sup>th</sup>, 2015

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**SUBJECT:** 2015 Project Zero Campaign  
**PREPARED BY:** Alex Freeman  
Public Education Officer, ex. 2763

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**RECOMMENDATION:**

1. That the report entitled 2015 Project Zero Campaign be received;
2. That Markham Fire and Emergency participate in the 2015 Project Zero Campaign;
3. And that Staff be authorized and directed to do all things necessary to give effect to this resolution.

**EXECUTIVE SUMMARY:**

Not Applicable.

**PURPOSE:**

The purpose of this report is to obtain Council permission for Markham Fire & Emergency Services (MFES) to participate in the 2015 Project Zero Campaign.

**BACKGROUND:**

Through the generous sponsorship of Enbridge Gas Distribution, the Fire Marshal's Public Fire Safety Council (FMPFSC) will be overseeing the "Project Zero" campaign. As a community serviced by Enbridge, Markham Fire & Emergency Services is being given the opportunity to participate in this initiative.

Project Zero provides fire departments with combination carbon monoxide/smoke alarms to be delivered by fire departments to individuals in their communities deemed to be at high risk, e.g. seniors, the developmentally challenged and those with a less fortunate socio-economic status.

Markham Fire & Emergency Services submitted a 2015 Project Zero Application Form to the FMPFSC. On May 6<sup>th</sup>, we were pleased to be informed that MFES has been selected to participate in the 2015 Project Zero campaign.

For the past five years, the FMPFSC has received \$100,000 per year from its partner, Enbridge Gas Distribution to establish a "Project Zero" campaign initiative in support of fire departments reaching high-risk residents of their respective communities.

First piloted by the Toronto Fire Service in 2009, sixty four fire departments between 2010 and 2014 were invited to participate in the distribution of 17,163 carbon monoxide/smoke alarm devices. These departments demonstrated that by working with their community partners such as VON, Meals on Wheels, etc., they could distribute these life saving devices where most needed.

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**OPTIONS/ DISCUSSION:**

Based on the population of the City of Markham, Markham Fire and Emergency Services will receive 480 combination smoke/CO alarms. Markham Fire & Emergency Services will distribute these alarms to enable City of Markham residents to achieve the minimum level of life safety required by provincial legislation (Hawkins Gignac Act and Ontario Regulation 194/14). The distribution will occur from this launch date until November 15, 2015, or such time that the entirety of the 480 combination alarms have been distributed. The combination alarms will be distributed through various programs including Seniors Programs, Junior Firefighter Day etc.

**FINANCIAL CONSIDERATIONS AND TEMPLATE: (external link)**

The combination alarms have a retail value of approximately \$26,395.

**HUMAN RESOURCES CONSIDERATIONS**

Not Applicable

**ALIGNMENT WITH STRATEGIC PRIORITIES:**

**Parks, Recreation, Culture & Library Master Plan/Public Safety**

Markham will continue to keep public safety as top priority in our decision-making. By distributing 480 combination alarms, we are assisting City of Markham residents in providing the early detection required to escape their homes unharmed in the event of a fire or carbon monoxide occurrence.

**BUSINESS UNITS CONSULTED AND AFFECTED:**

N/A

**RECOMMENDED BY:**



Bill Snowball,  
Fire Chief



Brenda Librecz,  
Commissioner, Community  
and Fire Services